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QUESTION 1

Can Email Preference Center demand for logging in

- A. True
- B. False

Correct Answer: B

QUESTION 2

How should the system administrator configure the account to provide specific users the ability to easily navigate across business units (BUs) to access assets in both regions?

- A. Create each user in both BUs > Map the same CRM username > Guide those users to find assets by navigating across BUs using the business unit switcher in the Pardot Classic App
- B. Create each user in a single BU > Create an asset with the exact same name in each BU > Ensure the users have access to one of the assets that share names across BUs
- C. Create each user in both BUs > Map the same CRM username > Guide those users to find assets by navigating across BUs using the business unit switcher in the Pardot Lightning App
- D. Create each user in a single BU > Create a folder with the exact same name > Associate assets that are needed across regions to the folders that share names across BUs

Correct Answer: C

QUESTION 3

A company's sales reps use the "Status" field in Salesforce to indicate where the lead is in the sales funnel. A Pardot administrator wants to send each prospect a series of nurture emails when their sales rep updates their "Status" field to "Nurture." The administrator wants to automate this entirely inside of Pardot.

How should this workflow be automated?

- A. Create a custom field for "Lead Status" > Map it to the "Status" field in Salesforce > Create an automation rule to detect the "Nurture" value > Automation rule sends an autoresponder email
- B. Create a custom field for "Lead Status" > Map it to the "Status" field in Salesforce > Create a dynamic list to detect the "Nurture" value > Add as recipient list on engagement program to send emails
- C. Create a report in Salesforce based on lead status of "Nurture" > Export and import into Pardot > Create a list from import > Add as recipient list on engagement program
- D. Create a CRM Visible list in Pardot > Have sales also add these "Nurture" leads to that list in Salesforce > Create an automation rule to send email based on list membership

Correct Answer: B



QUESTION 4

It is possible to assign certain Prospect to selected Scoring Category

- A. True
- B. False

Correct Answer: B

QUESTION 5

How many Scoring Categories is it possible to create

- A. 25
- B. 100
- C. 15
- D. 50

Correct Answer: D

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